

**REMARKS**

Claims 1-18 remain pending in the application, with claims 1, 7 and 13 being the independent claims. Based on the following Remarks, Applicant respectfully requests that the Examiner reconsider and withdraw all outstanding rejections.

***Rejections under 35 U.S.C. § 102(b)***

Claims 1-18 are rejected under 35 U.S.C. § 102(b) as being allegedly unpatentable over U.S. Patent No. 5,758,257 (hereinafter referred to as "Herz"). Applicant respectfully traverses this rejection for at least the following reason.

Independent claims 1, 7 and 13 were previously amended to each include similar features of wherein one or more vectors describe the predicted content, determining which of the one or more vectors that describe the predicted content are not valuable for predicting the preferences of the plurality of customers, and no longer using the determined not valuable vectors to describe the predicted content. Applicant respectfully asserts that Herz does not teach or suggest these features as claimed. For example, the Examiner points to column 24, lines 4-8 of Herz to show the last claimed feature of "no longer using the determined not valuable vectors to describe the predicted content". Herz describes removing customers from the customer population whose viewing appetite has dropped to zero since they have all of the shows they need and hence are not a factor in selecting further shows (Herz, col. 24, lines 4-8). Removing customers with a zero viewing appetite is very different from no longer using vectors that were determined to be not valuable to describe the predicted content. A careful

review of Herz by the Applicant failed to uncover any text of Herz that teaches or suggests this claimed feature. For at least this reason, independent claims 1, 7 and 13 and their respective dependent claims 2-6, 8-12, and 14-18 are distinguishable from Herz. Accordingly, Applicant respectfully requests that the rejection to these claims under 35 U.S.C. § 102(b) be reconsidered and withdrawn.

**INVITATION FOR A TELEPHONE INTERVIEW**

The Examiner is invited to call the undersigned, Molly A. McCall, at (703) 633-3311 if there remains any issue with allowance of the case.

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**CONCLUSION**

Applicant respectfully submits that all of the stated grounds of rejection have been properly traversed accommodated or rendered moot. Thus, Applicant believes that the present application is in condition for allowance, and as such, Applicant respectfully requests reconsideration and withdrawal of the outstanding rejections, and allowance of this application.

Respectfully submitted,

Dated: February 21, 2006

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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:  
Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

On: February 21, 2006

Signature:



Katherine Jennings